FRANCHISE & INVESTMENT OPPORTUNITIES
The Nation’s Fastest Growing Child Care and Early Education Franchise

(888) 278-0820
www.thelearningexperience.com/b2b
In order to be eligible to become a TLE® franchisee, you must meet the following requirements:

- You will need a minimum of $150,000 liquid capital
- Be able to pay an up-front franchise fee of $60,000 and a $30,000 deposit towards the Site Development Service Charge (SDSC Program) at the time of closing your franchise agreement
- TLE® will assist you in obtaining SBA financing for the remainder of your investment

The Learning Experience® offers a variety of opportunities to invest in our franchise. Find the right one for you!

1. **Franchising Opportunities:**
   The total investment cost for a turnkey facility including franchise fee, deposits and working capital is $500,000 - $800,000* (depending on the size and location of each Center).

2. **Multiple Franchise Opportunities**
   Expand your franchise license to develop 1-4 TLE® Centers and become a multi-unit franchisee.

3. **Zone Developer Opportunities**
   A unique opportunity to own multiple TLE® Centers within a defined geographical area, and to solicit additional prospective franchisees within the same area and manage those franchisees on behalf of TLE®.

4. **International/Master License Opportunities:**
   To meet increasing demand to open TLE® centers in other countries, TLE® is now offering Master Franchising in countries all over the world.

5. **Franchise Management Opportunities (for investors that do not wish to operate or manage their TLE® center):**
   The franchise management program at TLE® is a unique investment opportunity for those that would like to invest in TLE® without having to be hands-on with the day-to-day management of their Center(s). Our expert team will manage your Center and take care of everything from build-out, to hiring and day-to-day operations.

   “Being a part of the TLE® family has been a positive, life-changing opportunity - an experience beyond expectations. Owning and operating a TLE® Academy of Early Education has afforded my husband and I the opportunity to pursue a profession that we are passionate about and truly enjoy!”

   – Lynn Ann Miller, TLE franchisee in Waldwick and Hoboken, NJ.

For more information, please call 1-888-278-0820, or visit www.thelearningexperience.com/b2b

*Additional costs may be involved. Please ask your Franchise Sales Associate for more details.
What you should know about the early education and child care industry
The early education and child care industry has grown exponentially over the past decade and shows no signs of slowing down. Several factors have contributed to this growth and growth projection:

- An increasing number of studies and research indicate the strong and long-lasting benefits of early education in children under the age of six, with emphasis on literacy, mathematics and language-based skills.
- The long-term shift in women’s workforce participation has put both parents into the workforce and developed an increased need for quality child care.
- The population is growing. According to the latest reports from the US Census Bureau, there are nearly 25 million children under the age of 6 currently residing in the United States and that number is projected to reach 28 million by 2016.
- Of the nearly 25 million children under the age of 6, the US Census Bureau estimates that nearly 9 million of those children have no formal child care available to them indicating a great and continuing need for industry expansion.

Entrepreneur Magazine named early learning/child care franchises the top franchise industry to watch in 2014!
Why Choose The Learning Experience®?
The Story of The Learning Experience®
Pioneers in Early Education

For more than 30 years, the founders of The Learning Experience®, the Weissman family, have been positively impacting the lives of children by developing and implementing ground-breaking care and early education programs throughout the country. Starting in 1980 with a single location in Boca Raton, FL, the unique and proprietary programs that the Weissmans developed quickly caught on and expansion soon followed.

The foundation of The Learning Experience® was built on three key educational and care platforms: cognitive, physical and social, or as we say at TLE®, “learn, play, and grow!”

Core Academic skills. Our proprietary L.E.A.P.® (Learning Experience Academic Program) guarantees children will graduate TLE® with exceptional core academic skills that will start them on the path to a bright future. At TLE®, we know each child develops at their own pace, so our curriculum is designed to provide experiences for children that promote academic competency along with a mastery of developmental tasks, no matter what learning stage they are in.

Fitness and Healthy Lifestyle Skills. At TLE®, children are taught to engage in a variety of controlled and safe activities that encourage them to adopt a healthy and active lifestyle at an early age. Healthy food choices are provided daily while our teachers foster an awareness of proper nutrition.

Life and Comfort Skills. TLE® embraces important practical and real-world matters that most other early learning institutions often ignore. Our proprietary Philanthropy Program lays the foundations for children to become respectful and well-mannered people by teaching them the value of selflessness, sharing and giving.

With these three platforms firmly in place, the Weissmans quickly grew their business into what eventually became the first branded child care franchise in the United States. After growing the business to a national level, the Weissmans decided that they had achieved their goal of providing their unique philosophies regarding early education to children all over the country, so they retired in 1999 feeling satisfied and accomplished.

However, that did not last long. In 2001, the Weissmans decided that in a world of ever-growing technology and opportunity, they still had contributions to make that would improve the lives of children everywhere. Soon thereafter, The Learning Experience® was reborn and offering the very best full and part-time education-based child care services for children ages 6 weeks to 6 years old.

Today, The Learning Experience® is the nation’s fastest growing child care and early education franchise with more than 200 locations operating and in development.
The Weissman's built on over 30 years of experience.

**Timeline**

- **1980**
  - Weissmans open 1st The Learning Experience® center

- **1983**
  - Weissmans acquire Tutor Time brand
  - Implement Tutor Time Franchise Model

- **1987**
  - Weissmans sell off older The Learning Experience® to focus on Tutor Time brand

- **1990**
  - TLE® introduces healthier, fresh menu

- **1993**
  - Weissmans sell off older The Learning Experience® to focus on Tutor Time brand

- **1997**
  - Open 100th Tutor Time location

- **1999**
  - Richard Weissman retires from Tutor Time

- **1999**
  - Michael Weissman retires from Tutor Time, Richard Weissman promoted to CEO

- **2003**
  - TLE® was formed to open and operate child care centers throughout the New York and New Jersey metro area

- **2007**
  - TLE® signs first Work & Family agreement with Toys R Us

- **2010**
  - TLE® hits 100 units milestone in Q3FY2010
  - For FY2009 TLE® records record revenue, cash flow and profits

- **2011**
  - Ranked #205 in Entrepreneur Franchise 500 Magazine

- **2012**
  - Opens first Center in West Coast of U.S.

- **2013**
  - Ranked #193 in Entrepreneur Franchise 500 Magazine

- **2014**
  - Opens first Center in CA

- **2015**
  - TLE® launches proprietary parent and classroom application
  - TLE® goes International with LOI signed with developers in London, England
  - TLE® is named Company of the Year by Make-A-Wish South Florida
  - TLE® is named Company of the Year by Make-A-Wish South Florida
  - Opens first Center in West Coast of U.S.

- **2020**
  - Opens first Center in West Coast of U.S.

**The Learning Experience®**

Academy of Early Education

The Weisssman's build on over 30 years of experience.
The Learning Experience
Academy of Early Education

Historical Growth

Childcare Center Growth

System-Wide Revenue Growth

45.5% Compound Annual Growth Rate (2002-2013)
The Learning Experience® Today

Our Six Stages of Early Development, Proprietary Curriculum and Proprietary Enrichment programs

Today, TLE® is often recognized as a trendsetter and groundbreaker in the child care and early education industries. Through the continuing development of our three core platforms and ongoing commitment to getting children on the path to a bright future, TLE® has a strong market presence that continues to grow.

The visionary model of TLE® is to develop Academies of Early Education under a constant and protected brand. All franchised Centers are contractually required to use the same format, marks, procedures, plans, specifications, six stages of early development and curriculum that have been developed by and for The Learning Experience®.

TLE’s Proprietary 6 Stages of Early Development

**Stage 1: Infant (6 weeks to 1 year old)**

We provide a nurturing warm, and friendly face. Each infant is cuddled, rocked and played with by our expert caregivers.

**Stage 2: Toddler (1 to 2 years old)**

We provide opportunities for new walkers to explore and engage the world around them.

**Stage 3: Twaddler (2 to 3 years old)**

We begin to encourage sharing and communication and pave the path toward the social development of the active child.
Stage 4: Prepper (2.5 to 3.5 years old)
We begin to introduce a number of activities that fulfill the Preppers desires to be both quiet and active. We focus on music, movement, art, science and an array of developmentally-appropriate activities.

Stage 5: Preschooler (3 to 5 years)
We introduce the Preschoolers to the more advanced components of our proprietary curriculum with its focus on math, science, reading, technology, the arts, and shared and independent play.

Stage 6: Kindergartner* (5 years old)
We provide programs to ensure readiness for first grade.

*not available at all centers
**Proprietary Curriculum**

**LE.A.P.**

We believe that how children learn is as important as what they learn. With that idea in mind, the curriculum research and development team at TLE® created our proprietary LE.A.P. (Learning Experience Academic Program) curriculum. This LE.A.P. curriculum encourages each child to achieve success independently while developing intellectually, socially and cognitively through varied educational materials, activities and social interactions.

Our LE.A.P. curriculum is divided into 6 stages of development and includes sign language at the earliest stage and later adds a foreign language (Spanish or Chinese-Mandarin). At each stage, children are involved in hands-on activities that encourage them to explore and solve problems at their own rate of development. Here is a sample of the programs offered to children in stage 5 of the LE.A.P. curriculum:

**Teacher Toolkits**

Children participate in a monthly themed program that incorporates a wide variety of activities involving problems in logic, math, reading, phonics and writing skills.

**LE.A.P. Student Workbooks**

LE.A.P. student workbooks are designed to be completed one page per day. LE.A.P. includes exercises in writing readiness, numbers, counting, phonics, sequencing, shapes, colors, and a host of other concepts.

**LE.A.P. Journals**

LE.A.P. Journals are given to children in our Preschool 2 age group to supplement their LE.A.P. workbooks. These journals develop pre-writing skills while providing space for each child to draw pictures to express their thoughts. Journals are completed weekly and sent home to parents. It is an exceptional opportunity for parents to see their child’s reasoning expressed through sentences such as, “The sky is blue because...”
Fun with Phonics®

Fun With Phonics® is an all-inclusive, phonemic-based literacy curriculum that was specifically developed for 3-4 year olds. Through interactive activities and engaging reading experiences, children are introduced to essential language concepts in a fun and exciting way.

There is nothing more rewarding for a child than to possess a life changing skill that can open doors to new adventures and experiences. Fun With Phonics® is a complete early literacy program that will provide a solid knowledge base that a child can build upon to become a lifelong reader and writer. Our research has shown that almost 90% of our preschoolers enter kindergarten reading, due in large part to our Fun with Phonics® program.

LE.A.P. Interactive®

LE.A.P. Interactive® is the next generation of TLE® curriculum. Designed to enhance the monthly themed programs, LEAP Interactive® enables children to interact with cutting-edge touch technology on a large screen and experience real-time videos and eye-opening destinations via Google Earth®. They can travel the world without ever leaving the classroom. The children are taught to use interactive tools including the Fill tool, Shape tool, Marker tool, and Spotlight tool. At the end of the month, the child’s LE.A.P. Interactive® workbook is filled with “I did this activity on the LE.A.P. Interactive® board” stickers.
In addition to our core curriculum, we have implemented enrichment programs in our corporate-owned Centers and offer such programs, under contract, at our franchised Centers. The enrichment programs include Yippee 4 Yoga®, Suddenly Science®, Music 4 Me®, Movin’ N Groovin’®, Dancing Feet®, Talent Sprouts®, Marvelous Math® and many more. In addition to these line extension businesses, the Company offers, online adult education programs through NAEC®, an affiliate company. College-level course study for adults within the field of early childhood education, businesses, and services.

**Proprietary Enrichment Programs**

**Music 4 Me®**
Is a program that includes all types of music, rhythm and movement. It encompasses American, Latin, opera, Dixieland, show tunes, traditional children’s music, and contemporary children’s music. This program is offered to all age groups and is a wonderful way to teach emotional values and promote positive energy outlets.

**Dancing Feet®**
Teaches children basic dance steps and encourages them to create their own independent movements. This enrichment program gives children the opportunity to participate in social, cultural and creative dances.

**Suddenly Science®**
This enrichment program teaches children the scientific method by having them perform experiments. The program is tailored for each child’s level of comprehension. The children will delve into topics such as color mixing, chemical reactions, acids and bases, and surface tension.

**Movin’ N Groovin’®**
Encourages children to appreciate physical fitness while fostering in them the wholesome desire to be physically fit. Through sports and a variety of activities such as aerobics and tumbling, children learn that exercise can be fun.

**Yippee 4 Yoga®**
This exciting program helps children grow physically and mentally while promoting focus and serenity. Yippee 4 Yoga® helps children develop motor skills, coordination, and concentration—all aspects that are important to a young child’s life. We believe that by guiding children to become more in tune with themselves, they will become more self-aware, focused, and at peace. Children as young as 6 weeks old and up to six years old improve their strength, balance, flexibility, and overall emotional well-being during our unique Yippee 4 Yoga® program.

**Marvelous Math®**
Marvelous Math® kit lessons teach children how math plays an important role in their daily lives; through this unique approach the children explore topics such as number recognition, patterns, sorting, measurements, and basic equations. The children learn that mathematics is a building process that can be fun and exciting as they discover some of math’s most interesting applications through hands-on activities.

**Super Soccer®**
Super Soccer™ is an enrichment program that introduces children to the wonderful sport of soccer. Each week, the program will teach children how to play the sport through fun games, skill-specific drills and important fitness techniques that will create a lifelong love for the sport.

**National Academy, LLC**
A Delaware limited liability company formed on November 9, 2007 and located in Boca Raton, Florida and our Whippany, New Jersey regional office, the National Academy provides on-line access to many of the same courses presented by NAEC. These courses can qualify your staff with professional development hours, required by most state agencies, as well as Continuing Education Units. You can choose from a variety of early childhood topics while meeting the learning needs of your staff, all in the comfort and convenience of your Center. You have no obligation to enroll in any of these.
Quite often, a child’s first significant time-away from home and first exposure to structured learning occurs at a Learning Experience® Academy of Early Education. Knowing this, we make our Centers feel like a home away from home for children and families alike. Our Centers are purpose-built to foster an environment where children feel comfortable, safe, and ready to learn. Attention to every detail has been paid to ensure and encourage a child’s natural curiosity and creativity. Our furniture, accessories, and supplies have been carefully selected to match the children’s age and size to make sure that their introduction to learning is free of unease or discomfort.

**Our 10,000+ square foot, turnkey Centers feature:**

- Safe, secure and private access
- Separate classrooms that have been specifically designed to meet the needs of children in our Six Stages of Early Development
- Cameras in each of the classrooms that are monitored in the administrative offices
- Rounded corners in hallways and classrooms
- Bathrooms designed for age-appropriate use
- Changing tables that are faced out so that teachers will never have their back to children
- Access to age-appropriate technology
- Spacious, fenced-in playgrounds that have designated areas for infants, toddlers, and preschoolers
- Make Believe Boulevard®, a miniature Main Street, USA. An interactive classroom designed to develop and expand socio-dramatic play amongst children.
- L.E.A.P. Interactive® board that engages children in hands-on learning activities
The Work and Family Experience® is a division of The Learning Experience® that works with corporations that have more than 500 nation-wide employees to offer those employees a corporate discount at our Centers. With child care costs currently ranking as the second highest family expense next to a mortgage or rent, large employers actively seek out partners to offer child care as a benefit to their employees. The Work and Family Experience® makes it possible for working families to afford their childcare expenses while being assured that their children are in a safe and secure environment that is close to work or home.

Currently, TLE® has more than 300 corporations in the Work and Family Experience®, including:

Samples of our Corporate Partners
As child care grows to a $1.8 billion industry over the next five years, The Learning Experience® will continue to be ahead of the competition through proprietary technological and academic innovations and advancements. Custom developed tools like LEAP Interactive®, the TLePAD, CRM tools and the TLE Safe 'n Secure® application that allows franchisees to monitor their business in real time no matter where they are in the world keep The Learning Experience® at the forefront of innovation in the child care and franchising industry.

Already expanding internationally, The Learning Experience® expects to have over 300 locations within the next 5 years and to be present in over 20 states.

“Even after nine years as a franchisee, TLE® continues to amaze me with their industry-leading innovation! It gives me the confidence each day of knowing that I am in business with the best!”

– Mike McKenna, TLE franchisee in West Chester and Nazareth, PA
Investing in The Learning Experience®
Investing In Your Future

When you invest in a franchise opportunity with The Learning Experience, you are not investing in an ordinary child care franchise. You are investing with the leaders and the innovators of the early education and child care industry with an Executive Team that possesses a combined twelve decades of experience, knowledge and expertise that you will be able to harness in your journey as a TLE® franchisee.

With all of that early education and child care industry experience on our Executive Team, it means that you can invest in a TLE® franchise without any prior experience in the education, child care or franchise industries. Our Executive Team, along with our skilled staff will provide you with all the necessary training and support that you will need to become a successful child care owner.

The experience, knowledge, training and support we give to our franchisees has given TLE® a well-deserved reputation as one of the best franchisors in the world.

Our support includes, but is not limited to:

- Coordination of site selection
- Demographic studies and development
- Complete construction management
- Completion of all required permits and licenses
- Fully outfitting and equipping each center
- Providing a turn-key center over to you
- Staff screening, hiring and training
- Comprehensive operations manuals
- Extensive operations training and ongoing support
- Marketing and advertising guidance and support
- TLE® executives will provide ongoing monitoring of your center in real time for enrollment, budgeting, payroll and expense control

Nearly 67% of our franchisees buy an additional unit with us, or refer a new franchisee to us.
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